SLIDE**GENIUS**

The Definitive Guide to Designing Presentations for Business

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What's in this eBook?

This guide will teach you all the fundamentals about maximizing business presentations.

SLIDEGENIUS

About

WHO IS SLIDEGENIUS?

200
Presentations per Month

500+
Clients Worldwide

Expert presentation design company

Located in San Diego, California

Produce highly effective and visually striking presentations
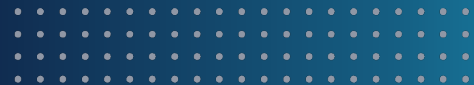
Years of professional experience

Experienced team of experts experience in design, software, web development and copywriting

SLIDEGENIUS

RICK ENRICO
## CEO & Founder
SlideGenius, Inc.

There is no right way to give a perfect business presentation. However the method you choose should be persuasive and move to inspire your audience. A proper presentation starts before PowerPoint is opened, though it's the tool that is frequently criticized for a failed sales pitch. Unfortunately, PowerPoint is a vehicle that is all too often driven poorly. Currently, over 500 million people use PowerPoint within global businesses and an average of 30 million presentations are given per day.

As with your company, presentations are fluid, having many moving parts that are meant to evolve with time, practice and sometimes failure. An estimated 83% of all learning occurs visually; but learning only happens when visuals are understood. **PowerPoint is a visual medium; take advantage of it.**
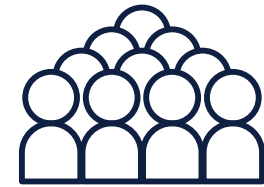
Types of Audiences
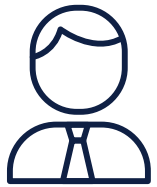
Individual
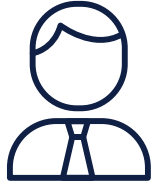
Small Group

Online

Large Audience

"A good teacher, like a good entertainer first must hold his audience's attention, then he can teach his lesson."

- John Henrik Clarke

Individual

When presenting to an individual, you should be expected to create content that is specific and personalized to that exact person's role in the organization. Use direct pronouns such as "you" and "me" to better connect with your audience.

Small Group

A small group presentation should be a clear mix between presenting to a group of individuals and to a larger audience. Aim for a personalized presentation with language that also targets a larger group of people.

Online

If giving a presentation via Web Ex, Join.me or any other online broadcasting tool, it's important to reduce animation and the overall size of the files within the presentation to keep drag to a minimum. You 'll never know the bandwidth of the receiving side. A big file combined with a slow connection can kill the flow.
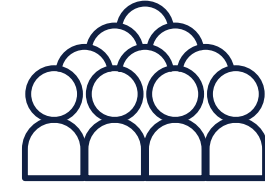
Large Audience

When presenting to a large audience, simplify your important concepts. The content should be relatable to a large and diverse group of people. Use big images and minimize bullet points.

Chapter 1: Who's Your Audience?

THE FOUR QUESTIONS

To best identify your audience, you should have these four questions answered prior to starting any business presentation:

1

Who are they?

2

What do they know?

3

What interests them?

4

What do you want them to learn?

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Chapter 1: Recap

- Identify your audience and your medium so you can tailor your approach accordingly.

- Use the 'Four Questions' as a guide to help identify your audience and to better engage them.

FROM OUR BLOG

Dr. Seuss' Five Rules for Fantastic Presentations

At some point in his senior year at Dartmouth College, Theodor Seuss Geisel and nine of his friends were caught drinking gin in his room. This was in 1925, during the era of the Prohibition. Because of that, the dean put them all on probation...

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1 MINUTE PER SLIDE

The **average adult thinking span is only 5-12 minutes long**[1]; be prepared to capture your audience's attention span within that time frame. Going over 60 seconds for each slide will lose your audience's interest fast; stay on track and get your points across swiftly and efficiently.

[1] **Source**

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15 SLIDE GOAL

As a rule, your goal should be to complete your entire presentation within 15 slides. The audience will only remember **3 to 7 items** from your presentation **24 hours later**. An overload of slides may cause you to digress as a presenter and go off track.

Keep your content short and simple – your knowledge of the subject should do the talking .

Chapter 2: Recap

- While developing your storyboard, try your best to keep the presentation under 15 slides.

- This will keep your content focused and streamlined, allowing you to keep the time allotted per slide to under one minute.

FROM OUR BLOG

Presentation Expert Tip: The 10-Minute Rule

Attention spans are getting shorter and shorter these days. As presentation expert Carmine Gallo points out, your audience will likely check out 10 minutes into your presentation.

What would a presentation expert do to get the show back on track? Carmine Gallo says it's as simple as re-engaging your audience every 10 minutes...

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Your audience can be divided into four different types of thinkers

Analytical

Structural

Social

Conceptual

It is your job to make your presentations appeal to all four types. This will involve knowing each thinker's thought process. We have compiled a simple set of instructions to engage each type of thinker and break down their specific needs.

Analytical

Here's how you can engage your analytical-thinking audience:

- Include and highlight important data from within the research.
- Show the big picture, in addition to the fine details.
- Provide a case study.
- Analyze past successes to help your team develop new ideas.
- Provide an overview and key objectives.
- Clarity about needs is critical. Quantify everything.
  Use phrases like:
  - What is the cost/benefit of this project?
  - What does the research say?
  - I've been analyzing the situation.

Structural

First, it's important to understand that a structured thinker learns by doing. Here's how to communicate with a structural-thinking audience:

- Hand out a step-by-step implementation plan and a guide for how things need to be done.
- Use guidelines & outlines.
- Explain through practicality.
- Communicate in concrete terms and explain the rules.
- Be very detailed.

Chapter 3: Know the Room

Social

To better draw out your socially-oriented audience, appeal to their emotion by asking the following questions:

- How does that appeal to you?
- How are you feeling about this?

Or statements like:

- I'm concerned about how others will react.

Or you can foster a personal connection by using the following phrases:

- Let's work through this together.
- Is everyone on the same page?

Conceptual

Conceptual thinkers are best engaged with an approach that focuses on long-term plans and broad ideas. Here are ways to best attract and retain their attention:

- Define key terms.
- Describe the levels or stages of your plans or ideas.
- Concentrate on long-term goals before filling in the finer details afterward.
- Use abstract examples or metaphors to illustrate your concepts.
- This line of thinking best helps people

This framework of audience analysis will allow you to maximize the potential of your PowerPoint presentation and in turn lead to more sales!

Chapter 3: Know the Room

- Being aware of your audience in all aspects is a fundamental step in presentation preparation.

- Every audience you present to will have a diverse group of thinkers, it is your job to prepare adequately for each type using specific analytical statements and phrases.

FROM OUR BLOG

A Guide to Tackling Stage Fright

In a corporate or professional presentation, there's rarely a shortage of pressure to impress. We usually only got one shot with a client or investor, so it's important to always make it count. Often heightened by this pressure not to choke, many experience serious stage fright when a presentation looms in the near future...

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STARTING WITH A SCRIPT "MOVIE ANALOGY"

Any big motion picture starts with a dialogue or script as a base. Your storyboard, which serves as a comprehensive outline that organizes your key points, will become your script.

After adding your bare content, you can start including special graphics, animations and visuals. Remember to use simple language that is free of jargon.

The storyboard allows you and your audience to stay on target throughout the entire presentation.

YOUR SCRIPT

Your speech is just, if not more important, than the actual text within your slides. Using key phrases such as "this is important because" will catch your audience's attention quicker.

Your message should be clear and communicative; remember to speak slowly and pause in between your ideas and statements.

FRAMING THE STORY

Focus on highlighting the key points that you want the audience to remember **5-7 hours from now**.

Chapter 4: Recap

- Your storyboard becomes your essential outline tool for organizing your presentation. This should be the preliminary step before even opening PowerPoint.

- This will guide your PowerPoint and let you specify what you want your audience to remember.

FROM OUR BLOG

4 Rules for Boosting Creativity for Your Presentation

Presentations are meant to inform, engage, and inspire audiences. The former does none of these things. With that, I'll amend my original statement to this: It's one thing to show a few slides with some bullet points, pictures and graphs; it's another to give a valuable presentation...

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TALKING POINTS

Incorporate ideas that you can elaborate on.

NOT READING SLIDE FOR SLIDE

Reading the text right off of your slides will not only bore your audience, but distract you from getting your points across. Place specific ideas on your slides and then elaborate on them with your own words.

"When preparing for a big presentation, rehearse - don't remember."

- SlideShare/LinkedIn

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USING STORIES

"People rarely remember facts, figures and features, Put a good story will remain with them for a long time." -SlideShare

Using analogies, comedy or even pop culture references when delivering your points can make a world of difference and these are what keep your audience interested. Make sure these all connect with your ideas and don't stray away from your points.

READ MORE ❯

Understand Your Story-Know where the beginning, middle and end of your story is; don't stray away or drift off topic (while keeping it within the right time span).

Make sure your topic connects with your audience.

Choosing a Story that has Meaning: Using something personal-but more importantly relatable and something your audience can connect with. Emotions allow for better memories, hence allowing your audience to remember more of what you have to say .

TAKEAWAYS

READ MORE ❯

These are the most impactful and significant parts of your presentation where you are summing up your main points (usually towards the end of each slide in your PowerPoint) and turns your ideas into something **"digestible".**

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Chapter 5: Recap

It is important to include topics that can be explained as talking points, the most impactful of which are your takeaways. Make sure these are repeated throughout your presentation.

FROM OUR BLOG

How to Survive Through Shark Tank

"My name is Joe Shmo and I would like $100,000 for a 10% stake in my company. Every Friday night, about 7 million Americans seem to hear that phrase, or some almost-identical derivative of it, in the prime-time feeding frenzy,Shark Tank..."

READ MORE ❯

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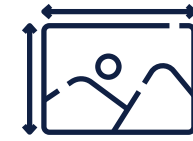
GRAPHICS AND IMAGES

Pictures tell a greater story than words, be sure to utilize a decent amount of visuals within your presentation. Try to incorporate an image with every single slide, one or two will be the right amount of visuals without overloading your slides with pictures or graphs.

Avoid using fancy fonts-use simplistic fonts and bold the points that are most important-distracting letters will confuse your audience more than anything.

Utilize the same color schemes, fonts and layouts through every slide; a mix match of too much diversity will make your presentation look unorganized.

Make sure the graphics used within your presentation are relevant and high quality; avoid using clipart and utilize image editing tools such as Pixlr for better images .

ICONS AND LOGOS

Branding is all about the marketing within your presentation, so incorporate your logo or branding whenever possible. You can even customize your PowerPoint to have your logo featured in every slide-thus marketing throughout your entire presentation .

VIDEO AND AUDIO

Utilize these carefully and appropriately-videos must be cut in length and the audios must match the theme of your slide. You also want to make sure this all works technically so do a couple of test runs prior to your presentation.

Chapter 6: Recap

Incorporating video, audio, graphics and logos
makes for a perfect marketable presentation.
Be sure to not overload these within your slides.
They should all be placed accordingly
and edited appropriately.

FROM OUR BLOG

Lessons from Social Media: Instagram

The first step of taking any Instagram is getting a unique
angle, just like picking a perfect (and direct) angle for
your audience when creating a presentation idea. Your
ideas and thoughts presented (simply) within your
PowerPoint should be original and one of a kind...

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UTILIZING SIMPLICITY TO THE FULLEST

People will retain only three to seven things from a presentation. Your points need to be vital and memorable.

As the presenter, you do want to be knowledgeable about the information you are describing, but this doesn't need to be physically within your slides. Simple facts and statements can be visualized to your audience, but your verbal communication should be used to elaborate your information.

"Simplicity is the ultimate sophistication."

-Leonardo da Vinci

Chapter 7: Recap

Condense all your content in your presentation down to the simplest form. Your audience only remembers a certain amount of information from your presentation. Limit your content into what's absolutely necessary onto your slides.

FROM OUR BLOG

Steve Jobs: Creating an Engaging Presentation

Jobs created an iconic platform for his product presentations immediately recognizable by most anyone A large, black stage with an enormous screen behind a plainly dressed Jobs, who wears a slim microphone attached to his ear...

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Printable

Printable Versions of Your PowerPoint to Distribute Branding to go! This will show your audience how well-prepared you are. This will show how well-prepared you are in your presentation. Your audience can also rely on this in case tricky questions came up.

Digital

An email able copy (PDF) of your presentation to send to your audience. Convert your PowerPoint (PPT) to an Adobe PDF format. PDFs are an effective post meeting reminder that ensures your message stays with the receiver well beyond the physical presentation.

Chapter 8: Recap

Adapt your presentation to custom-designed print or PDF documents that you can use as supplementary or promotional materials.
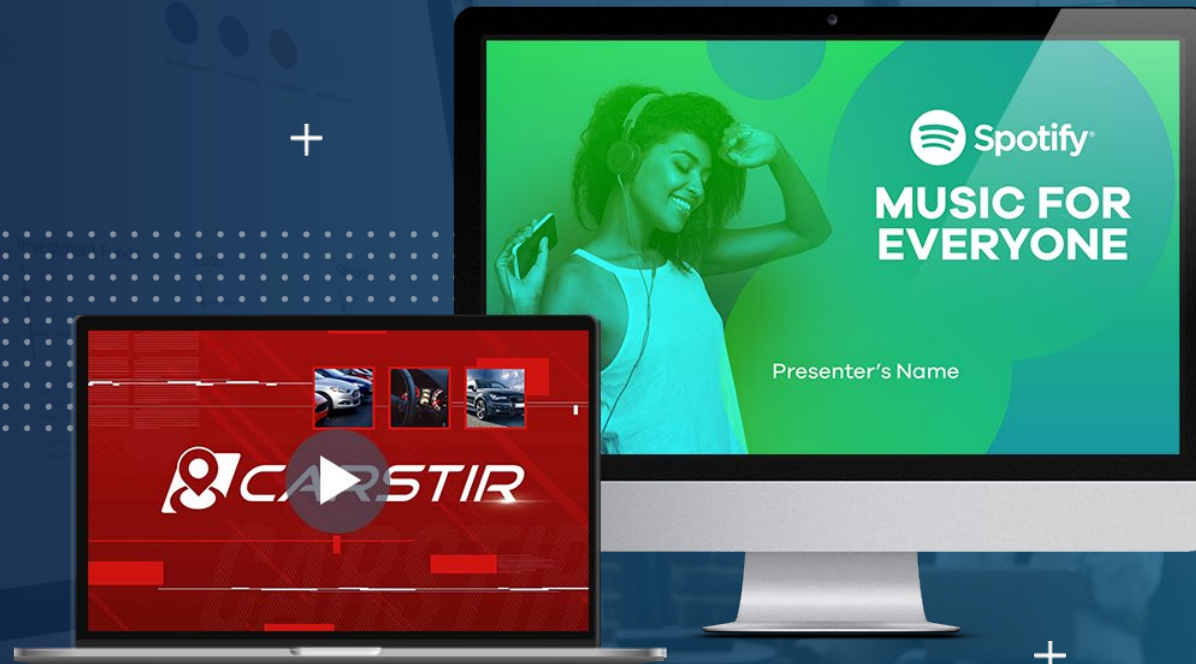
Deploy Your Reinforcements

SEE EXAMPLES ›

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Depending on your business, you may want to convert your PowerPoint asset into a Scrolling Web Page or Video for continuous exposure on your website.

PowerPoint is not just for presentations and can be easily converted into a scrolling web pitch or video. This tool is easily formatted to assist all kinds of digital marketing needs .

Scrolling Web Pitches

Transform a generic PowerPoint into an interactive web presentation. Engage your audience and embed a contact form, links to your website, and monitor traction using analytics. Our web pitches are designed to look great on any device, including smartphones and tablets. Eliminate the need to download or transfer files and share your presentation with anyone on the web.

SEE EXAMPLES ❯

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14 Sample Cases

Earnings Calls

Sales Conferences

Investment Presentations

Sales Presentations

In-Home Consultations

Trade Shows

Webinars

Online Meetings

Digital Signage

Investment Books & Brochures

eLearning

Courtroom

Board Presentations

Product Demonstrations

Chapter 10: Use Cases to Leverage PowerPoint

Earnings Calls

Public companies use our services for their earnings calls.
Broadcast financial reports easily by converting your
PowerPoint presentation into a video or scrolling web pitch.
This enables your company to project statistics in the most
understandable way possible for all types of viewers on
various platforms.

Sales Conferences

Enhance your sales conference presentation with a
professionally designed and visually enticing PowerPoint to
engage your audience from start to finish.

- A PowerPoint provides you the following advantages:

- Keeps your presentation structured; delivering a clear and
  effective message full of visuals and takeaways.

- Enables you to stay on track with a visual step-by-step breakdown
  of your complete presentation.

- Gives you a graphic agenda; allowing your logical thoughts to flow
  throughout your entire presentation.

- Visuals keep your audience focused on your key points.

Chapter 10: Use Cases to Leverage PowerPoint

Investment Presentation

Effectively impress a board of investors or venture capitalists with a professionally designed PowerPoint.

In any investment pitch, it's imperative that your persuasive argument is easily outlined and organized accordingly.

A persuasive discussion in the form of PowerPoint:

- Allows you to speak with more confidence and poise, allowing you to solely focus on pitching to your audience.
- Offers branding, graphics and statistics all in one place -an essential marketing tool for any investment pitch.
- Keeps you ahead of your competition by having all your content strategically broadcasted behind you.

Sales Presentation

Take your presentation to the next level by showcasing your content through PowerPoint.

Utilizing customizable branding options can take your presentation to the next level and will reinforce your marketing efforts.

It can also:

- Advertise your ideas and products from graphic visuals to product demonstration.
- Transform your sales pitch into a captivating advertisement through animation and graphics.
- Captivate your audience simultaneously by using interactive visuals that beautifully market your product and ideas.

In-Home Consultations

In this modern age, portable devices have become the newest marketing technology for in-home consultations and meetings. Experience hassle-free access to PowerPoint from the convenience of your smartphones, iPad and other tablet PCs.

Trade Shows

Trade shows are the ultimate marketing and advertising hotspot, allowing you to:

- Take your booth to the next level with a professionally designed PowerPoint that puts you ahead of the rest.

- Feel free to take the floor with no worries and engage with attendees while your product markets itself.

- Showcase your products and ideas on a constant loop with the video conversion option in PowerPoint.

- This type of presentation is the perfectly matches your banners and posters, completing your trade show branding and marketing.

Chapter 10: Use Cases to Leverage PowerPoint

Webinars / Online Meetings

Webex Go To Meeting, join.me

Virtual webinars have become essential in business communication, which connects attendees from all corners of the world .

Connect with your audience beyond the conference room with an engaging presentation. With PowerPoint as your guide, you can speak with yourwebinar attendees effortlessly and have all the necessary content projected for your entire audience. Take advantage of its high-resolution graphic abilities and timed animations to impress your audience visually .

Investment Books & Brochure

Simplify your next investment pitch through creating investment books and brochures in PowerPoint. These brochures effectively organize all key points in the most visually enticing way, alongside customizable graphic options. The customizable branding option allows you to market your ideas while breaking down essential financial data simultaneously.

Chapter 10: Use Cases to Leverage PowerPoint

eLearning

Online classes have become a popular option for students across the country.

Offer seamless eLearning experience to your audience by creating a visually compelling content in PowerPoint. Other options, like audio recordings and video transcriptions, can also help in taking your lecture to the next level.
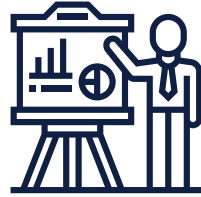
Courtroom

Make your next PowerPoint presentation courtroom-ready. This revolutionary way allows you to easily:

- Combine evidential information and data all into one application.
- Display visuals for all court attendees.
- Discuss talking points for the defending arguments in your next case.

Chapter 10: Use Cases to Leverage PowerPoint

Board Presentations

Engaging a large audience in a presentation is an extremely difficult task. The solution to this problem is to create a visually enticing PowerPoint presentation that hooks the audience from start to finish. Take advantage of PowerPoint's advanced features to help you organize your content and give your next board presentation more impact.

Product Demonstrations

Product demonstrations and explanations are best shown through a customized presentation. Broadcast your product with enhanced visuals and a graphic breakdown of your products via PowerPoint. Its ability to breakdown products with text allows any audience base to understand the "here's-how-to". These state-of-the-art animations allow for the most efficient explanation possible .

Chapter 8: Recap

SlideGenius Client Portfolios

PowerPoint is an ideal tool for a variety of marketing options ranging from product demonstrations to trade shows. It has the unique ability to showcase, broadcast and market any content in the most professional and visually enticing way possible .

SEE EXAMPLES ›

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#TAKEAWAYS

THE DEFINITIVE GUIDE TO DESIGNING
PRESENTATIONS FOR BUSINESS

Understand your audience

Distinguish your talking points

Incorporate visual and graphics

PowerPoint is not just for presentations

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